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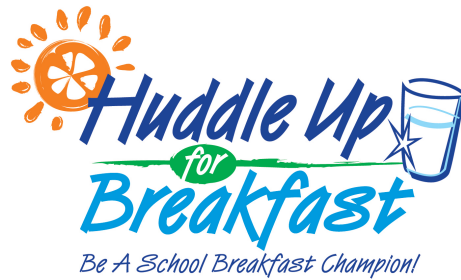
## BEST PRACTICES FOR FOOD SERVICE

### **Osceola County School District – Alternative Breakfast Model and Marketing**

- Implemented three grab and go carts at two high schools and one middle school.
- Designed a “Grab Bag Breakfast” menu just for breakfast carts and out-of-dining-room meals.
- Hung breakfast banners at schools throughout the district.
- Hosted a countywide breakfast summit in November 2013 and invited all principals with low breakfast participation and the district’s leadership team; guest speakers included Florida Impact and the Dairy Council of Florida. Participants were provided with a gourmet breakfast, gift bag and information on breakfast and alternative ways to serve it.
- Saw a daily increase of 16% free meals; 28% reduced meals; 72% paid meals and increase of 25% district-wide in breakfast participation.
- Reimbursement for breakfast meals increased \$897,959 more than previous school year due to breakfast expansion efforts.
- Success story: Harmony High School: Harmony set up a breakfast cart in the courtyard in addition to three serving lines in the cafeteria. They advertised breakfast in the student newspaper and school website and hung breakfast banners in student drop-off areas. The school saw a 108% increase in breakfast participation from their efforts.

### **Pinellas County School District – Alternative Breakfast Model and Marketing**

- Made breakfast free to all students in 2011, which created a rise in participation from 16,000 to 24,000 meals daily.
- In 2012, solicited help from the Dairy Council of Florida for marketing ideas; reimbursable meal machines were placed in high schools from a grant and local food service matching funds. Participation raised by 3,000 meals daily as a result.
- In 2013, breakfast carts were added at bus loop; breakfast delivery to pre-k classes was implemented; a golf cart was used to provide “Breakfast by the Bus”. Dairy Council partnership provided laptops for grab and go. Participation rose by 4,000 more meals daily.
- From 2011 to 2013, breakfasts served went from 16,000 to 31,000 daily.



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## BEST PRACTICES FOR FOOD SERVICE

### **Alachua County School District**

#### Lake Forest Elementary – Special Event (Skit)

- Staff worked with a local business to bring high school students to Lake Forest Elementary to perform a skit about the importance of breakfast
- In between the skits the high school students dressed up as characters using donated costumes from the local business and talked to children. Costumes included Darth Vader, Abraham Lincoln, Little Red Riding Hood and a Dragon.

#### Rawlings Elementary – Special Event (Dr. Seuss Breakfast)

- Held a special Dr. Seuss themed event, “Books on Breakfast,” to promote literacy and the importance of eating a healthy breakfast during National School Breakfast Week
- The cafeteria was decorated to reflect this theme and students were given a free book during breakfast that was donated prior to the event.
- Students also had a special visit from the Cat in the Hat and were given the opportunity to pose for a picture as Thing 1 or Thing 2.

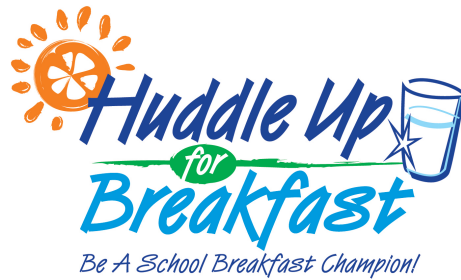
### **Franklin County School District**

#### Franklin County School – Special Event (Roll Out the Red Carpet for School Breakfast)

- Set up a photo booth with a “red carpet” backdrop for students to take pictures in during Florida School Breakfast Week in 2014. Students were able to use photo booth props like wigs, hats and glasses.
- Created a themed menu for the week: Monday – Harry Potter Day; Tuesday – Teenage Mutant Ninja Turtle Day; Wednesday – Lion King Day; Thursday – Spiderman Day; Friday – School Spirit Day

#### Franklin County School – Special Event (Discover School Breakfast)

- Students were served breakfast for lunch to promote breakfast service during Florida School Breakfast Week (2013).
- Hosted an art contest and had a prize-filled “treasure chest of goodies” for the week



## BEST PRACTICES FOR FOOD SERVICE

### **Orange County School District**

Dr. Phillips Elementary – Special Event (Dairy Council Visit)

- The cafeteria manager teamed up with the Dairy Council to get the students excited about eating a healthy breakfast at school.
- Sunnybell the cow made an appearance and participated in a yoga session with the kids.
- A farmer also visited several classrooms in the school to explain a day in the life of a dairy farmer and the importance of drinking milk.

### **Palm Beach County School District**

Conniston Middle School – Special Event (Roll Out the Red Carpet for School Breakfast)

- Created breakfast-themed morning announcements, themed menu items and Hollywood decorations for the cafeteria for the week.
- Had daily product samplings for the promotional week.
- Students who bought breakfast were entered into a raffle for the “Ultimate Superstar Treatment” where the winners were given access to a “VIP” breakfast table and students received a custom hot breakfast and were waited on by staff.
- Saw increase in breakfast participation by 20% during special event week.